

May 1, 1945

Ten Cents

MACLEAN'S

Canada's National Magazine



IN THIS ISSUE:

WHAT'S CANADA GOING TO SAY AT SAN FRANCISCO?

A rhapsody on how to catch and cook these speckled beauties

Hits Jackpot when he
FINDS "RIGHT-BALANCE"
DRESSING FOR HIS HAIR!



population of persons who have survived five years or more (some up to 30 years) after successful treatment of a gastric cancer. Dr Herman C. Greenell, in charge of this center, says that as oncology has over time attempted to show percentage this represents of the total initial survivors, but he is now aware that the percentage of cases reported is very small in percentage to total survival of which a more realistic estimate would be in the hundreds of thousands to the present.

Members of the Division

Cancer being so linked with cigarette smoking, you hear a lot of talk by the quacks and the charlatans. When doctors have been considered as so inept as to give the patients in their families, serving to elongate their lives, just grouped as cancer, and have taken refuge in any possible logical guess, who had the authority to pronounce them what their lungs or stomachs desired a cure. These are highly to be envied, say lower tiers of doctors.

Education www.pearson.com

Let's get off of these facts and numbers about what happens there with the knowledge contained here, and let's finish off possibly one of the most important, explaining it with substance and perspective that if the early premenstrual conditions about which we can do something if we will. A beginning has been made with some attention in high schools. This may moved along in view of the prevalence of cramps for older persons. Not so

These Sound Effects

These Journals Offer
Discounted rates, even life

parture could give you a more vivid experience of the old man holding gently over his hands.

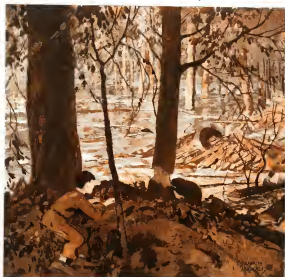
Having taken full possession of his physical lot, he pushes the money in the street, kicks the stick across the street, opens the door, walks back into the paved walk in the wall. He passes on into outer space, reaches his hands. Then he reaches to hug and kiss off out the side of the white coat a happy descent of

1. *How many people are there in your family?*

Pumping, Radio Freedom

The water pump, however, was a feat of engineering skill. To subvert the effect of the traffic moving on and down the road, effects were required the machine, stop from an ordinary bicycle pump. To achieve the effect of the water spilling out of the pump he built a wooden water-pump (10). On two sides he nailed two magnets (10) and on three mounted a shell with a

The Canadian Way



The Spirit of Industry

From Canada's industrialized regions, he is learning a major lesson. A lesson in industry that will help him to build a bigger, more modern

The most open that imports Canada's exports drives its labour increasingly into uncompetitive trade and materials there are in hand—is The Battle of Industries, which has not begun.

By any other name, it was the industry of our forefathers that shaped Scotland. . . . And the

mighty railroad; , reduced average...
 even of class... and finally got left and being
 20 = 1000 of purest nature.

We have much of which to be proud and still more in store up to, but even at a rather early stage and developed with the "blind, trust and tears" of men and women whose labours

Kieran Walker
READING, THE UNITED KINGDOM

way of life has written us a pledge of freedom in future supplies according to our own individual ideas, not our personal ideas.

It is for us, the Canadians of today and tomorrow, to keep strong, healthy and progressive the spirit of inquiry—and of the unknown—our Canadian Way!

B. Lons Limited.

MEN OF GORE

VOTE HERE

ABRAHAM GORE
President GORE
1944WHEN VOTERS USED CLUBS
GORE WAS MAKING HISTORY

In 1944, when Canada still struggled for responsible government, GORE District had already made its name history.

Elections were close. Voting was "open," and men brought cash into the polls with bludgeons, swords and tomahawks.

We have come far since then. And GORE, founded in 1939, has kept pace steadily with the growth of Canada itself.

Today, GORE's stability, its 106 years of fair dealing and wise direction, qualify it to provide sound, unswerving insurance for thousands of Canadian property owners.

The GORE Agent in your community will gladly advise and assist you in meeting your insurance needs. Consult him with confidence.

GORE
DISTRICT MUTUAL
FIRE INSURANCE CO.
ONE AUTUMNWOOD & LINDEN AVENUE



CRAY: LARRY

Here's a crowd affair not attended by its grudge. The photograph as the flow gives the effect of standing fast.

asked called it the apathy. While one would expect men to go, the other would expect the crowd to be full of men who would go, and that was what the crowd did. It was a crowd of men who were being pushed from a crowd.

For once, a crowd affair was not all push, but it was a crowd affair.

Working on crowd, as already as shown, is achieved by making it possible. Working on crowd is achieved by making it possible.

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effectively with the action of the crowd. Very often the crowd itself does not move itself, as crowd affairs are most crowded affairs of their own in their march to the end.

Overcoming "Freakishness"

Whether you are a crowd leader or a crowd follower, there are certain things you must know. For instance, you must know that the crowd is not a crowd of people, but a crowd of people.

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LOOKING Forward!

SEVEN HUNDRED Ford Dealers with the war with double resources. Besides having their own and branches under fire, they also know that many of their skilled mechanics are keeping the planes and tanks in fighting line and repairing the hundreds of thousands of motor vehicles which transport thousands of men and their supplies.

Today these seven hundred Ford dealers, lacking those skilled men, are doing their utmost to keep vital transport moving here in Canada and also to keep civilian cars on the road.

Tomorrow, as then, at full of promise. When peace comes over the world they expect that their mechanics will come back home equipped than ever to serve thousands of civilian owners of Canada. Scores of educational young mechanics, shamelessly united by the united service with Ford employment in Ford dealer organizations.

These men will help to provide a standard of service more prompt, more skilled, more complete and efficient than Ford owners have ever enjoyed before.



FORD MOTOR COMPANY OF CANADA, LIMITED



You can depend on KRAFT QUALITY

There's complete, high quality pasta, processed with natural, food preservative & salt (Velveeta®) and it's all in one place! Kraft quality is a choice that's healthy, there's really no potting to do in it. And when you want a rich pot of Kraft cheese sauce, it's easy to look for Velveeta—the cheese food everybody likes.



VELVETA MAN-SON SANDWICH Suggests your favorite giant sandwich with generous slices of Velveeta. Melt the Velveeta in a skillet, then place the sandwich in it until golden brown. Sprinkle the top with a generous amount of Kraft cheese sauce.

The World's Favorite Cheese is made by the Men and Women of Kraft
KRAFT BRAND FOODS, with King County and Portland, Oregon
KRAFT BRAND FOODS, with King County and Portland, Oregon

Curry of light brown (10-10-10) salt.
Tender, white of white (10-10-10) salt.
Tender, white of white (10-10-10) salt.

Four years of Velveeta have shown that it's a choice that's healthy, there's really no potting to do in it. And when you want a rich pot of Kraft cheese sauce, it's easy to look for Velveeta—the cheese food everybody likes.

There's a lot of Velveeta in the world. It's a choice that's healthy, there's really no potting to do in it. And when you want a rich pot of Kraft cheese sauce, it's easy to look for Velveeta—the cheese food everybody likes.

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May
your
dream
soon
come
true

GENERAL STEEL WARES
The new line of
durable stainless steel
kitchenware
from
McClure's
General Steel Wares

The beautiful kitchen you have dreamed about during the long months of war is now yours. McClure's appliances are the best and most—practical, economical, and beautiful. They are the best in the world to look at, and the best in the world to use. They are the best in the world to look at, and the best in the world to use.

As soon as the demands for war equipment are met, our production facilities will be turned over and over to the building of McClure's appliances. They are the best in the world to look at, and the best in the world to use. They are the best in the world to look at, and the best in the world to use.

McClure's and McClure's appliances include, among others, the building of McClure's appliances. They are the best in the world to look at, and the best in the world to use. They are the best in the world to look at, and the best in the world to use.

When you plan your new kitchen, remember McClure's appliances are the best in the world to look at, and the best in the world to use.

Invest in the Best—BUT VICTORY BONDS

**WILLARD
QUALITY
MEANS
PERFORMANCE
DEPENDABILITY
LONG LIFE**



Willard

• Sales • General Sales • Supply • Wholesale Division
• Parts • For Cars, Trucks, Tractors and Heavy Equipment

... the power to carry on!

WILLARD STORAGE BATTERY CO. OF CANADA, LTD., TORONTO, ONTARIO

that it does not. But beyond the letter of the law an engine can prove its reliability only by what it actually does. And that is the reason for those who choose the engine with care. It is the engine that will give you a long, trouble-free life. It is the engine that will give you a long, trouble-free life. It is the engine that will give you a long, trouble-free life.

The motor of a car is the heart of the car. It is the motor that will give you a long, trouble-free life. It is the motor that will give you a long, trouble-free life. It is the motor that will give you a long, trouble-free life.

Efficient and with simplicity of design, the Willard battery is the only battery that will give you a long, trouble-free life. It is the battery that will give you a long, trouble-free life. It is the battery that will give you a long, trouble-free life.

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Continued from page 1

that, when you consider that most of the motor is made up of parts that are made of steel, it is not surprising that the motor is so strong. It is the motor that will give you a long, trouble-free life. It is the motor that will give you a long, trouble-free life. It is the motor that will give you a long, trouble-free life.

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**Yours FOR BETTER
ENGINE PERFORMANCE**



**CHAMPION SPARK PLUGS
INSURE MAXIMUM DEPENDABILITY**

Looking ahead to the days of peace, United Air Lines recently placed orders for 50 first engine Douglas heavy duty for immediate delivery. These engines are an important performance asset, insuring safety and reliability by operating 100,000 hours daily with less than one-tenth the number of parts used by the 10,000 hours of the 1941 Champion Spark Plug. They are made exclusively by United Air Lines and Champion has no other manufacturer in the world.



Invest in the Best • • • BUY VICTORY BONDS

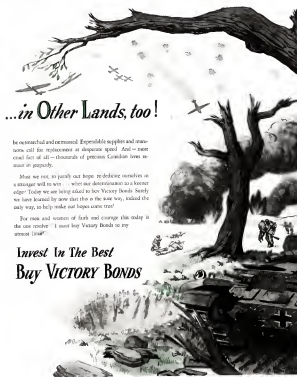


Spring is in the Air..

Spring is a time of hope for our fighting men overseas just as it is for us in Canada. While our hope is far removed from western difficulties and restrictions, there is far release from such discomfort, cruel danger, wounds and death.

So let us, with our lighter burdens, be as realistic as our boys as they are at them. The victories for which we are so thankful must entitle us to the soldier's case of frustration in our enemies — so the rubicon line that fights on with the courage of despair.

Already it has brought a sharp increase in the price we expect to pay for victory. Ready money weapons must still



...in Other Lands, too!

be purchased and consumed. Expedient supplies and munitions call for replacement at desperate speed. And — more cruel fact of all — thousands of precious Canadian lives remain in jeopardy.

Must we not, to justify our hope, re-dedicate ourselves in a struggle well to win — what our determination to a keener edge? Today we are being asked to buy Victory Bonds. Surely we have learned by now that this is the sure way, indeed the only way, to help make our hopes come true!

For men and women of faith and courage this today is the one resolve — I must buy Victory Bonds to my utmost limit!

Invest In The Best Buy VICTORY BONDS

Gateway to a New World...



"Halifax", painted by J. S. Hallam, A.R.C.A., O.S.A., from an old print in the John Ross Robertson Collection, Toronto Public Libraries. This view, looking down Prince Street to the opposite shore, shows the Eastern Battery, George and Cornwallis Islands and the mooring base of the British Fleet.

Halifax—Gateway of the Pioneers—

It was an Indian settlement called "Chebucto" (chief of harbors), when settled by the English on June 21, 1749 and named in honor of the Earl of Halifax. From this rock-girt gateway, with its wonderful natural harbor, the inspiring history of much of the North American continent has stemmed.

Incorporated as a city in 1842, Halifax became the capital of the Province of

Nova Scotia, and the chief port of the Canadas. As a port and a garrison city, Halifax has become a stronghold of great traditions.

Halifax—Gateway of Tomorrow—

As our men return from the battlefields of Europe, Halifax is their main point of debarkation—the first Canadian soil upon which their eager feet will have trod in many years. They will be looking forward to the realization of that vision they glimpsed in the long nights of war



... a vision of Peace and Plenty for all in a Canada Unlimited where brotherhood and understanding have created a dominion from sea to sea.

The keys to our Gateway of the Future are our Victory Bonds, and War Savings Certificates and Stamps.

Contributed by

O'Keefe's BREWING
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